

# ia magazine

Business Publications Corporation

## About *ia* magazine

*ia* magazine covers arts and culture, food and dining, style and design, home and garden, philanthropy and people, communitywide issues, and the untold stories of Iowa. Reach Iowa's most affluent, influential, educated and savvy consumers through print, digital, and social media experiences with an audience of 200,000+ across all platforms. It's their mission to help connect you with audiences who are actively engaged with their community through a suite of products. Their advertisers benefit from the bond created with their readers. Winning national awards, they deliver the most valuable lifestyle magazine in the Iowa market.

## Program Deliverables & Deadlines

- Explore Minnesota is teaming up with BPC to create an eight-page custom content section in their annual statewide *ia* magazine.
- Reserve ad space by August 15, 2025
- Publishes in October 2025

## Additional Features

- All print advertisers are included in the online magazine (42,000 monthly pageviews)
- The online magazine will be promoted via newsletter (13,000 subscribers) and social posts on Facebook, Instagram, and X (30,000 total followers).

## Limited Availability

One ad per participant

## Price

Full-page ad: \$3,125  
1/2: \$1,565  
1/4: \$785

## Contact

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## Savings

30%

